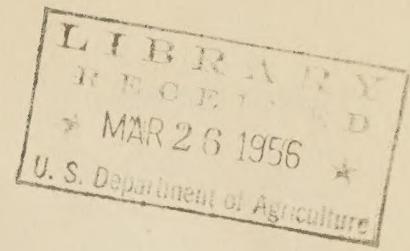


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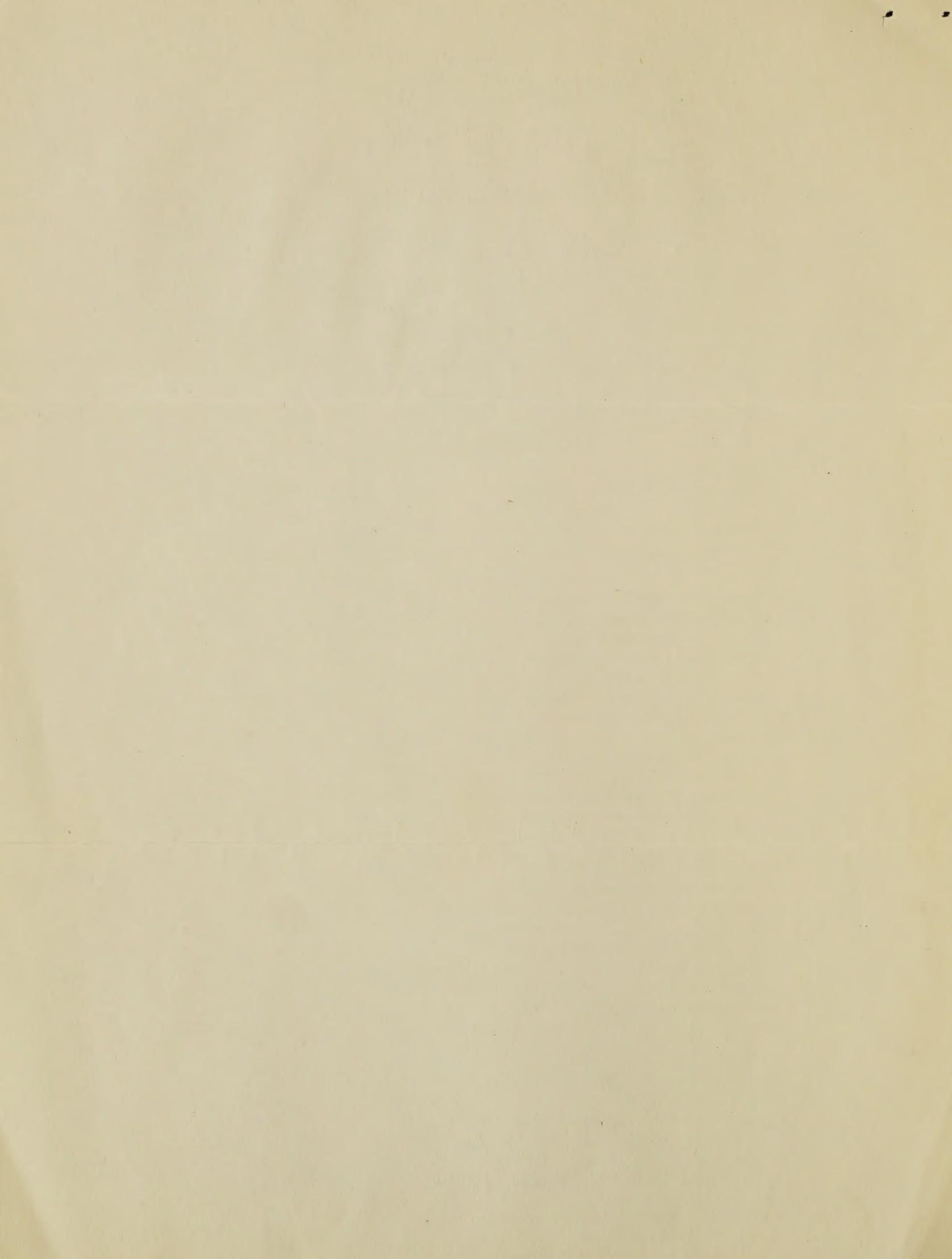
HEARD'S LANDSCAPE NURSERIES
4727 Beaver Avenue
Des Moines 10, Iowa

LIST OF HYBRID LILACS
1956



* Varieties Under Trial or Supply Limited.

		18-24"	2-3'
I	WHITE		
*	Alice Harding, Lemoine, Double	\$3.00	4.00
	Edith Cavell, Lemoine, Double	3.00	4.00
	Ellen Willmott, Lemoine, Double	3.00	4.00
*	Jan van Tol, van Tol, Single	3.00	----
	Marie Finon, Lemoine, Single	3.00	4.00
	Marie Legraye, Lemoine, Single	2.25	3.00
*	Monument, Lemoine, Single	3.00	----
	Mme. Florent Stepman, Stepman, Single	2.50	3.00
	Siebold, Lemoine, Single	3.00	4.00
	Vestale, Lemoine, Single	3.00	4.00
II	VIOLET		
	DeMiribel, Lemoine, Single	3.00	4.00
	Marechal Lannes, Lemoine, Double	3.00	4.00
	Violetta, Lemoine, Double	3.00	4.00
III	BLUE AND BLUISH)		
*	Abel Carriere, Lemoine, Double	2.50	3.00
*	Bleuatre, Baltet, Single	----	4.00
*	Boule Azuree, Lemoine, Single	3.00	4.00
	Decaisne, Lemoine, Single	3.00	4.00
*	Diplomate, Lemoine, Single	3.50	4.00
	Duc de Massa, Lemoine, Double	3.00	4.00
	Firmament, Lemoine, Single	3.00	4.00
	Gaudichaud, Lemoine, Double	3.00	3.50
	Maurice Barres, Lemoine, Single	3.00	4.00
	Olivier de Serres, Lemoine, Double	3.00	4.00
	President Lincoln, Dunbar, Single	3.00	4.00
	President Grevy, Lemoine, Double	2.00	3.00
*	Silver King, Lemke, Single	3.00	----
IV	LILAC		
	Alphonse Lavallee, Lemoine, Double	2.00	2.50
	Henri Martin, Lemoine, Double	3.00	4.00
	Jacques Callot, Lemoine, Double	2.50	3.50
	Leon Gambetta, Lemoine, Double	3.00	4.00
	Michel Buchner, Lemoine, Double	2.00	3.00
	President Fallieres, Lemoine, Double	3.00	3.50
	Victor Lemoine, Lemoine, Double	3.00	4.00
*	Vivian Evans, Klager, Single	3.50	----
	William C. Barry, Dunbar, Single	3.00	4.00
V	PINKISH		
	Belle de Nancy, Lemoine, Double	2.50	3.00
	Charm, Havemeyer, Single	4.00	5.00
	General Sherman, Dunbar, Single	3.00	4.00
*	General Pershing, Lemoine, Double	----	----
	Grace Orthwaite, Brand, Single	2.50	3.00
	Katherine Havemeyer, Lemoine, Double	3.00	4.00



V	PINKISH CONTINUED		18-24"	2-3"
	Lucie Baltet, Baltet, Single	\$4.00	\$5.00	
	Macrostachya, Lefievre, Single	3.00	4.00	
	Mme. Antoine Buchner, Lemoine, Double	4.00	5.00	
	Miriam Cooley, Klager, Single	3.00	4.00	
	Montaigne, Lemoine, Double	2.50	3.00	
*	Virginite, Lemoine, Double	3.00	4.00	
VI	MAGENTA (OR REDDISH PURPLE)			
	Capetaine Baltet, Lemoine, Single	3.50	4.00	
	Charles Joly, Lemoine, Double	2.50	3.00	
	Condorcet, Lemoine, Double	3.00	4.00	
	Congo, Lemoine, Single	3.00	3.50	
	Georges Bellaire, Lemoine, Double	2.50	3.00	
	Glory, Havemeyer, Single	3.00	4.00	
	Madame F. Morel, Morel, Single	3.00	4.00	
	Marceau, Lemoine, Single	3.00	4.00	
	Marechal Foch, Lemoine, Single	3.00	4.00	
*	Massena, Lemoine, Single	3.00	4.00	
	Mrs. Edward Harding, Lemoine, Double	3.00	4.00	
*	My Favorite, Klager, Double	2.50	3.00	
	Paul Thirion, Lemoine, Double	3.00	4.00	
	Reaumur, Lemoine, Single	3.00	4.00	
VII	PURPLE (OR DEEP PURPLE)			
*	Adelaide Dunbar, Dunbar, Double	3.50	----	
*	Anne Shiach, Havemeyer, Single	----	----	
	City of Gresham, Klager, Single	3.00	4.00	
	Diderot, Lemoine, Single	3.00	4.00	
*	Dr. Charles Jacobs, Stepman, Single	3.00	4.00	
	Edmond Bossier, Lemoine, Single	3.00	4.00	
	Etna, Lemoine, Single	3.00	4.00	
*	Frank Klager, Klager, Single	3.00	4.00	
	Ludwig Spaeth, Spaeth, Single	3.00	4.00	
	Monge, Lemoine, Single	4.00	5.00	
	Mrs. W. E. Marshall, Havemeyer, Single	4.00	5.00	
	Night, Havemeyer, Single	4.00	----	
	President Roosevelt (Theodore) Dunbar, Single	3.00	4.00	
VIII	EARLY HYBRIDS			
*	Oblata Dilatata (from Korea), Single, pink	3.00	----	
*	Assissippi, Skinner, Single, Lilac	3.00	4.00	
	Buffon, Lemoine, Single, pink	3.00	4.00	
*	Catinat, Lemoine, Single, pink	2.50	----	
*	Evangeline, Skinner, Double, Magenta	2.50	3.50	
	Louvois, Lemoine, Single, Violet	3.00	4.00	
	Pocahontas, Skinner, Single, Purple	3.00	4.00	
IX	LATE HYBRIDS			
*	Coral, Preston, Single, Pink	----	----	
*	Floreal, Lemoine, Single, Pink	2.50	3.50	
*	Hiawatha, Skinner, Single, Magenta	3.00	3.50	
	Isabella, Preston, Single, Lilac	3.00	3.50	
	Lutece, Henry, Single, Pinkish	2.50	3.50	
*	Nerissa, Preston, Single, Pinkish	2.50	3.50	
	Royalty, Preston, Single, Purple	3.50	4.00	

HEARD'S LANDSCAPE NURSERIES

We prefer to use the name Hybrid Lilacs instead of French Hybrids since many of our best varieties are not of French origin. In our list of the better varieties, Lemoine, Stepman, Baltet and Lefievre of France are represented, Spaeth of Germany, Van Tol of Holland, Havemeyer, Klager, Dunbar and Lemke of the United States and Skinner and Preston from Canada. All of the above people have rendered important contributions toward making the lilac one of our most attractive shrubs.

One of the best of the deep purples, Ludwig Spaeth, is of German origin. Of the American hybrids, Havemeyer's contributions have been outstanding. Charm, Glory, Mrs. W. E. Marshall, Night and Anne Shiach are among our very best lilacs. Dunbar's contributions of especial merit are Adelaide Dunbar, highly rated in its class in "Lilacs for America", President Lincoln, perhaps the bluest of all lilacs, and President Roosevelt, one of our really good deep purples. Mrs. Klager's Miriam Cooley, Frank Klager and City of Gresham are excellent varieties. Miriam Cooley is an excellent and regular bloomer.

Among the French originations that we consider of especial merit are Ellen Willmott, Edith Cavell, Marie Finon, Vestale, Marechal Lannes, Violetta, Duc de Massa, Firmament, Maurice Barres, Leon Gambetta, Victor Lemoine, Katherine Havemeyer, Capetaine Baltet, Congo, Marceau, Paul Thirion, Reaumur, Diderot, Edmond Bossier, and Monge. These are Lemoine's contributions. Baltet, introduced Lucie Baltet, our best pink hybrid to date.

Mr. Skinner, of Dropmore, Manitoba, Canada, has given us several excellent varieties among which are Hiawatha, Assessippi and Pocahontas. Miss Preston, of Ottawa, Ontario, Canada has also made several valuable contributions including Royalty, the deepest purple of all the very late hybrids.

Those of you who have the splendid hobby of collecting lilacs should get a copy of the bulletin "Lilacs for America" published by the A. H. Scott Horticultural Foundation, Swarthmore, Pa. The cost is only one dollar. In this bulletin, lilacs are rated according to color, in the order of their popularity. This assures you of getting the best in varieties. The information was compiled as a result of ratings given by qualified representatives of the larger Lilac Arboretaums, hobbyists who have large collections of their own and nurserymen specializing in the growing of lilacs.

We consider it an honor to have served as a member of the Committee of seven under the leadership of Professor John C. Wister, Swarthmore College, Swarthmore, Pa., a real authority on lilacs, in the preparation of this bulletin.

PRICES QUOTED IN THIS FOLDER include packing, and delivery in Des Moines and vicinity. Shipment to distant points will be sent Express collect. Varieties are guaranteed true-to-name, and no time limit is established on this warranty. Any stock failing to grow will be replaced at one-half the purchase price. Plants will be own-root unless otherwise specified.

CULTURE AND CARE OF LILACS

EXPOSURE: Lilacs must have sunshine more than half the day. The plants will tolerate shade, but the more dense the shade, the less bloom can be expected.

SOIL: Lilacs do well in almost any well drained garden soil. We feel that they are adaptable to most soils of our locality. If the soil is poor clay we recommend starting the plants in good black soil. Lilacs do not like wet feet; avoid boggy locations. An occasional application of lime is advisable if your soil is acid.

PLANTING: Lilacs may be planted in either spring or fall. Dig a generous hole so that roots are not cramped when the plant is set. Cover the crown of the plants three or four inches deep.

CULTIVATING: During the growing season this conserves moisture, keeps the weeds down.

FEEDING AND WATERING: Best fertilizer of all is cow manure. Commercial fertilizers will be helpful as a substitute. Directions of the manufacturer should be followed. Feeding can be done in both spring and fall. Water plants well at time of planting, and again in very dry periods. One good deep watering is better than several surface waterings.

PRUNING: You have no pruning to do when you set your plants out. Very little pruning will be required for the first five or six years. If the plants become old and woody, we recommend taking out one or more of the oldest largest stems each year as near to the ground as possible. Allow a few shoots to come along to take their place. This can be done without harm to the plant in March, or shortly following the bloom period. If suckers become too numerous, thin them out. Moderate pruning can be done almost any time of year.

CUTTING FOR BOUQUETS: Do this judiciously until your plants get large. It will take two years for the branch you cut to have more blossoms. On small plants this is a serious loss; on larger plants you don't mind.

PESTS: Only two of any importance: BORERS (indicated by sawdust castings at the base of plants, and holes in the stems) may be found from early summer through fall. Dig in with knife or wire and get the white grubs about 3/4" long, or get a small can of carbon disulfide. Squirt some fluid in borer's holes and plug with mud, putty, or chewing gum. LILAC SCALE (little scaly insects that attach to the bark and suck juices from it may be thick enough to hide the bark in a few years) Spray with dormant miscible oil in March, spray with 50% wettable DDT in mid-June, or paint infested branches with summer miscible oil, keeping the liquid off the leaves. Sometimes infested wood is best cut off and burned.

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